

CREATE AMAZING SPACES

THE ULTIMATE GUIDE

SCHILL
Grounds Management



CUSTOMERS SAY

65%

LIVE EVENTS HELP
THEM BETTER
UNDERSTAND
PRODUCTS OR
SERVICES

- EVENTRACK

GREAT SPACES MAKE FOR AMAZING EXPERIENCES

When deciding where they'll shop, live, or work, people care about experiences more than ever. This means that commercial properties will need to take more advantage of their indoor and outdoor spaces to keep up with demand.

In this ebook, we'll show you how you can use **insights from your clients, tenants, or employees to transform your landscape** into a space that they'll want to come back to again and again.

We'll also list some of the most **popular ideas for shared spaces**, along with the best strategies for creating experiences and events that will make your property stand out.

QUICK FACTS

More reasons to consider incorporating shared spaces into your landscape, by industry.

70%

OF EMPLOYERS HAVE IMPROVED THEIR PHYSICAL ENVIRONMENTS TO ENCOURAGE HEALTHY BEHAVIORS¹

OFFICE PARKS

The labor drought is real.

The unemployment rate is near a historic low, and this means that companies are going to have to offer more to attract the same level of talent.

HOA'S & SENIOR LIVING

First rate amenities and curb appeal are a huge draw for people looking to buy a home in an HOA or senior living community. For managers of these types of properties, this means it's important to keep things looking nice.

Homeowners most often cite neighborhood attractiveness as the best perk of living in an HOA.²

CUT THE SWAG

78%

OF MILLENNIALS WOULD RATHER SPEND MONEY ON EXPERIENCES THAN THINGS³

RETAIL

The average consumer is inundated with choices when deciding where to shop. To stand out from the crowd, make your retail park a **destination center** where people go to build memories that will last long after what's in their shopping bags is gone.

The supply of new apartment construction is beginning to outpace demand.⁴

APARTMENT COMPLEXES

The supply of new apartment construction is beginning to outpace demand.

Shared spaces help **build a sense of community** that can keep your tenant retention rates high.

¹ Employee Benefits and Perks Statistics - The Ultimate Collection

² HOA Survey - IBOPE Zogby International

³ Millennials: Fueling the Experience Economy

⁴ Rents Increasing More Slowly As Pipeline Grows



WHAT KIND OF SPACE SHOULD YOU BUILD?

An outdoor office? A community garden? A social landscape with volleyball nets, yoga, cornhole, and bocce ball?

No matter what you build, creating shared spaces that are truly amazing will take your time and resources. That's why it's important to get it right the first time.

ASK THE RIGHT QUESTIONS

If you want your communal space to be a hit, make sure you're asking for input from the people who matter. Send surveys out to whomever you're making the space for: your customers, tenants, or employees. Ask:

What feelings are you looking to feel in this new space? (fun, relaxation, increased focus, etc.)

What do you want to do in this shared space? (learn a new skill, socialize, get healthier, etc.)

What kinds of activities do you like? (biking, yoga, pickup-sports, gardening, etc.)

That initial survey should help you brainstorm great ideas for shared spaces that will actually get used.

Keep an eye out
for a **FREE**
survey template
in your email!



CREATE AMAZING SPACES



ALL WORK, SOME PLAY

MAKE AN AMAZING OUTDOOR WORKSPACE

According to Business Insider, engaging with nature for just a few minutes can drastically improve productivity. Studies have also shown that giving your employees a view of the outdoors can lead to them taking fewer sick days.

Knowing that, why wouldn't you want your employees do be able to work outside?

To make an amazing outdoor office, keep these important things in mind:

SHADE: Sun is lovely, but people can't work if they can't see their computer screens!

CONNECTIVITY: Make sure your space has a good wifi connection and plenty of weather-proof power outlets.

COMFORT: Splurge on comfortable seating that can weather the elements.



THE FIT LANDSCAPE

With healthcare costs continuously rising for employees and the organizations they work for, supporting fitness programs is a win-win.

BUILD WHAT THEY WANT

If you issued a survey to your tenants or employees like the one mentioned above, you should have a pretty good idea about what kinds of activities they're interested in.

Use that information to design your space.

CONSIDER YOUR SURROUNDINGS

Not every landscape can support every type of project. So just because your tenants or employees want a basketball court, that doesn't mean you should build one.

Increased foot traffic will also take a heavier toll on your property. Make sure your turf type and other surrounding plants are durable enough to withstand the additional strain.

FOLLOW THROUGH WITH SUPPORT

If you build it, they might not come.

To ensure that they do, **organize programs that utilize the space.**

Do you have a lot of people interested in yoga? Hire an instructor to offer a couple of lessons each month.

Did you set up a volleyball net? Buy some balls and schedule a game.



ZEN LANDSCAPES

Life is hectic. Sometimes your tenants, employees, or customers want someplace where they can go to de-stress.

If you want a shared space with "wow" factor, a landscape that offers relaxation might be your best bet.

ZEN LANDSCAPE MUST HAVES

PRIVACY

It can be difficult to relax if you know people are watching you. Try building a privacy wall with plants that are naturally tall.

WATER FEATURES

Everyone loves the sound of running water. It's a fact.

GREAT DESIGN: THINK MODERN

Simple, clean lines are a staple in landscapes that are made for relaxation. Many "zen landscapes" gain inspiration from Asian designs aesthetics, which value simplicity of man-made features so that it's easier to focus on nature.

RELAXING SMELLS

Did you know that certain plants can be used for relaxation? Consider planting jasmine, chamomile, or mint in containers for a luxurious aromatic experience.





THE COMMUNITY GARDEN

INCREDIBLE, EDIBLE LANDSCAPES

Community gardens are great for educating people about sustainability and building comradery.

KEEP WASTE TO A MINIMUM

Reducing waste is a major draw to creating an edible landscape.

Want to help fight hunger in your community?

Donate a portion of the yield to your local food bank.

Got any amateur chefs in your office? Organize a **cooking competition** with the yield. People will be lining up to help judge!

To learn more about the psychological, physical, and social, benefits of gardening, [check out this article](#).

THE NEXT STEP

TALK WITH YOUR LANDSCAPE MAINTENANCE PROVIDER
ABOUT HOW TO CREATE AN AMAZING SPACE

Great landscapes often require a professional touch.

From design to final install, your landscape maintenance provider can help you make your vision for a shared space a reality.

CONTACT SCHILL NOW